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FOR IMMEDIATE RELEASE _____

WaterFest™ 2010 set for May 30 at Port's Ski Island

Hundreds of boats expected at family-friendly event for boaters

(Merritt Island, FL) April 29, 2010 – Boats big and small from all over the Sunshine State will make their way to Port Canaveral's Ski Island on Memorial Day as BoatFlorida.com launches their second annual WaterFest™ event. Designed to promote the recreational, economic and ecological benefits of Florida waterways, the WaterFest™ 2010 boating celebration comes at the conclusion of Space Coast Boating Month and National Safe Boating Week. Children and adults can count on more entertainment at this year's 11 a.m. to 5 p.m. luau-themed event which will feature separate raffle drawings for a 2010 Ford Mustang and a total of 1000 gallons of boat fuel. 100% of the proceeds from the event will go to benefit the Big Brothers Big Sisters organization. BoatFlorida.com hopes to raise \$100,000 to benefit the charity, which matches adult volunteers to children in need of mentoring. Raffle ticket sale information and more about the WaterFest™ 2010 boating celebration can be found at <http://www.BoatFlorida.com/WaterFest>.

John Kavaliauskas, founder of BoatFlorida.com, believes the WaterFest™ 2010 event is a testament to Florida's boating lifestyle. His network of Florida boating websites has been promoting the event to 100,000 online users, making this one of the most anticipated boating gatherings of the summer.

"WaterFest is about family, friends and togetherness with fellow boaters," explains Kavaliauskas. "This year we've added a raffle as a way to help Big Brothers Big Sisters continue the great work they do for kids. Buying a ticket is an easy way for people to help – and they just might win!"

Attendees are encouraged to dress in island style apparel to fit the luau theme. The gigantic boating event will have plated barbeque dinners and non-alcoholic beverages for sale and will feature live entertainment, island games for adults and children, water volleyball, giveaways and much more.

PHOTO 1 (ATTACHED) CAPTION – The WaterFest™ 2010 boating celebration will bring together Florida boating enthusiasts Sunday, May 30th at Ski Island off Port Canaveral to benefit Big Brothers Big Sisters.

PHOTO 2 (ATTACHED) CAPTION – Limbo contestants line up at the WaterFest event. This year's celebration is luau-themed and includes family-friendly games and entertainment.

Additional high resolution photos available for download at <http://www.boatflorida.com/waterfestphotos.zip>

OTHER ATTACHMENTS –event map with GPS coordinates

ABOUT BOATFLORIDA.COM --

BoatFlorida.com is a network of online communities dedicated to boating and boating resources for Florida boaters, fisherman, sailors, captains or anyone living on or around Florida's waterways. BoatFlorida.com boasts 21 nautical networking sites around the Sunshine State with an online user base of 100,000 boat enthusiasts. The free online network allows users to connect locally with other boaters and provides Florida boating news, a calendar of local events, marine classifieds, a boater business directory, discussion forums, groups, blogs, videos, photos and links to other boating and watercraft resources. BoatFlorida.com began with a modest idea and a single site called BoatBrevard.com. It has rapidly expanded to provide a networking and informational platform to service the entire Florida boating community. For more information on BoatFlorida.com, visit the website or email its founder, John Kavaliauskas, at jKavaliauskas@BoatFlorida.com.

ABOUT BIG BROTHERS BIG SISTERS -- Big Brothers Big Sisters is a charitable organization which matches adult volunteers to children in need of adult mentoring. Children participating in its programs graduate from high school at a rate 20% higher than the national average. Big Brothers and Big Sisters mentor children ages 6 through 18. The movement began in 1904, when a young New York City court clerk named Ernest Coulter saw an increasing number of boys come through his courtroom. He recognized that caring adults could help many of these kids stay out of trouble, and he set out to find volunteers. Big Brothers Big Sisters now operates in all 50 U.S. states, in 10 Canadian Provinces and one territory, and in 35 countries around the world. In addition to the traditional program (where one adult is matched with one same-sex child), new programs now include Couples for Kids, Cross-Gender Matching, Internet Mentoring, and Life Skills Programs. More information about Big Brothers Big Sisters is available on their website, www.BBBS.org.

